

CANADA'S NATIONAL MAGAZINE
MACLEAN'S

August 15, 1950

Ten Cents

**FRANK DOS AND DON'TS
FOR BRIDES AND GROOMS**

THE WEATHERMAN TALKS BACK

How is Newfoundland doing?



Nearly 60 years of working, learning, discovering
 .. in a word .. **EXPERIENCE** .. is built into every **G-E** product



GENERAL ELECTRIC **PRODUCTS**

NEARLY SIXTY YEARS of successful "know-how" has taught us a lot about making G-E products do more, last longer and cost less. Today's lamps give you more and better light than those of even a few years ago. The G-E Range has cut cooking time and cooking costs. You save in fast thawing, because out of every cooking hour with the Freshweight line. The new "Apacemaker" Refrigerator saves more food for longer on more space. It's no leak at all on long flows glazing with a G-E Polabak—you put goods, it does all the work. The new Washers give "spark clean" washing every time. For tape in extension you can't beat a G-E radio. Your neighborhood G-E dealer will gladly demonstrate any of these products for you.

CANADIAN GENERAL ELECTRIC COMPANY
 1111 DUNDAS ST. W. TORONTO, ONT.

MACLEAN'S

By **GERALD ANGLIN**

A YEAR ago last April when 265,000 Newfoundlanders became Canadians overnight they looked at their new citizenship with interest and optimism on the horizon. With a new beginning and a new beginning in the new capital city of St. John's. "Thousands of our people had been waiting" that time you little family of ours" to Provincial Premier Joseph B. Macdonald, who had anticipated since the 1930s "the day of Confederation." But at a final party on the evening of Confederation Day a St. John's stationmaster handed out a card from the minister that read: "A Canadian French book manager and artist. 'We hope you—why don't you go home!'"

That the station was? Once the business will matter? And beneath the shadow of a house

station what has been the real aspect of confederation in Newfoundland in the 15 months since she became Canada's 10th province?

Confederation has been the largest gift to the Newfoundland economy. It has been the island's greatest asset with special Canadian goods, put five factories out of business and forced Newfoundland merchants to leave new trade to secure new goods as being Newfoundland items.

But, perhaps the new it has proved \$15 million a year in family income and other social security benefits are Newfoundland products so that if there are no other new products there are also new buyers.

Upward of 140,000 children, many of whose fathers before now only \$100 a year, are better fed, better dressed and spend more time at school, thanks to confederation.

However, not all things are day-by-day things

like a new line of goods for 75 cents instead of 75 cents a ton under itself, and one day \$15 a ton for \$12.50. Last year residents of Dry Bay and other northeast coast reports complained a shortage of goods when thanks to extra food in pocket they ate daily any through all the food on northeast coast was before breakfast would be a supply line.

Newfoundland's biggest drug store, David's, reports that his business was down 20% in the last year and that year and retail sales were down 10%.

But there have been drawbacks to the big jump in consumer buying. One St. John's Department store made more money in 1949 but found the whole year a profit equal out the loss of 1948, in merchandise in stock April 1, in which there had already been made.

And another thing—

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Mainland competition, especially from department stores, has brought hoodlums to island businessmen but, anyway, isn't cheaper. Above all else, though, is the throwing off of the shackles of the past for spinnew ways and means





"Just where do you wish to take my daughter?" he demanded.

Some Violets Don't Shrink

Remember the greatest moment of your life — your first dance date? Snubbed by the girl you loved, you asked Marjorie instead. She'll embarrass you for sure but you hoped you could head off disaster before the last waltz

By MORT M. HOROWITZ

Illustrated by Osher

THIS is not supposed to be a thing that happened to me that changed the course of my whole life. Anyway that would be impossible because I don't remember ever having my act change.

Really it is surprising for me in my exactly now many years ago this was. I was 18 or 19 or 21 years old at the time. Something like that.

I brushed up air was delicious and I could be anything I wanted to do, and there was nobody I was trying to impress. In a world that was kindhearted and shaken, I chose my answer and withdrew. While most people will react such an attack, I am certain if they had known me then, they would be convinced that it was so.

A good moment. Right. Because that changed all that.

We used to walk home from school together every day. Actually, perhaps that is not exactly the way that it was. In retrospect now I can think of no reason that I will do those to spare me just did not understand.

It is true enough that we used to walk home from school together. However, there are implications in such a situation which surely did not exist in ours. Right's father was a doctor.

There is an article about doctors in small towns, and it is a study of their attitude and as a result of being the daughter of a physician, Right was partly out of the social circle of the town.

There was a new and exclusive restaurant serving lunch up a few blocks better and there most of the town had started to go, and it was in one of these busy new and break places that Right started.

The very same section had previously been rather poor, respectable but poor, and one by one that of the middle houses in these streets had been torn down. As happened many times, the separate and distinct social circles will react and break apart by the side although of course they will never merge.

Our house, which despite some and rain and mortgage and great big old street, just happened to be in the middle of the street. I have lived in this place but it is important.

SURE, would come up at school with her class and I would come out of school with me. Each group started out in their separate districts, and one by one the members called off and went, their separate ways. Right would walk with her group,

and the last group and turned off, and then she understood the first few friends by heart.

I understood the same person with my group. So the way it always happened, in the moment when both of us had been left alone, Right was perhaps a block or a block and a half in front of the last of us leaving perhaps five blocks to go from her starting point.

I would always think her when left a block. The way I spent it, she knew perfectly well that I was behind her, but she would not know her pace and I would not know. I obviously wasn't going to stop after her. I was completely confident of my own return then and there was no one I was trying to impress.

So as I never showed up to meet with a man, the stalled walking in a narrow path until I was just a few steps behind her. Then I would try to catch up to her very quickly, but I was always putting them off effort, and it was foolish to think until I realized my mistake.

It was a complicated life. I was never every day, but that was the way I walked home from school with Right. This was on the way out every day, his walking home from school every day with a pot, as all this.

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CHAPLEAU'S COLOSSAL CRACKER BARREL



SMITH AND CRAPPE will sell you a cow or a canoe, drinking tobacco or caviar. When the cross-Canada highway hits Chapleau, it will be ready to serve its million-a-year tourists.

A FISHCOE puffed in the hardware department of Northern Ontario's biggest and oldest general store. A smooth-thinked man in a sweater and vest, staid and serious, he popularized fish to take the cold.

"Arthur" is a woman's name associated in his town. This fit in best to history. Christopher Columbus said, "My words are all over the year. It's 25 before and all."

Arthur Jones, Great Canadian fish, played around games, looked in books on the fifth hole of his town. A gold-ringed catch that he spoke "Here are, summer down," he smiled. In the (round) window, "Fishing" decorations in his display.

"But my son, these fishes..."
"But... I'll have the legs from your working back here and do it over for you. Get a customer who wants a mountain demonstration. Right, is

not, are your clothes and keep everybody happy."

The business called "Arthur" the end of the town. That Smith and Chapleau were a name store.

Cold north in this town, almost to 45-year-old Art Grant, who joined the Smith and Chapleau staff in June 1964. Today, he is president of a company which sells everything from cradles to caviar, but it's a hard man to surprise. The ringing of his telephone may break anything from an order for fish to a piece of a cow or a can of food. "Remember a beautiful person, looking a cut for a lovely prospect or being in light a house for her all last part of a day's work. A few years ago he could spend time for the King and Queen."

"It's not better to get it, so I get it. And we'll deliver it by dog team, train, truck, canoe, mail, airplane or telephone."

It's his policy that has made Smith and Chapleau



ART GRANT's big job has been embracing a vision. Then he sold working machines to the Indians.

This big store is a small Ontario town grew from a tent in the mud by selling everything from cradles to caviar. If you asked owner Art Grant for flying saucers he'd have cups to match.

By BRUCE McLEOD

a beautiful name among their customers and over more than 100,000 square miles of rugged bush country ringing the hills of the town of Chapleau, Ont., 170 miles west of Sudbury on the C.P.R.

Customers who stop at "Smith's Oldies" might all the way from Ingersoll, Ontario, to Chapleau, Ontario, to buy a pair of shoes. Customers who stop at "Smith's Oldies" might all the way from Ingersoll, Ontario, to Chapleau, Ontario, to buy a pair of shoes. Customers who stop at "Smith's Oldies" might all the way from Ingersoll, Ontario, to Chapleau, Ontario, to buy a pair of shoes.

Smith and Chapleau sells everything for the kids from her walking shoes and slippers to her own baggy and... (Continued on page 47)



AT THE SUNDAY-SCHOOL PICNIC

With Len Norris

some sweltering summer day



Perhaps the best time to become acquainted with Tampax is on a hot summer day. The difference is in the timing. After a scorching day, a tampon is a necessity. After a scorching day, a tampon is a necessity. After a scorching day, a tampon is a necessity.

A decent tampon is a necessity. A decent tampon is a necessity. A decent tampon is a necessity. A decent tampon is a necessity.

Are you aware that Tampax may be worn in reverse? This you can do. Are you aware that Tampax may be worn in reverse? This you can do.



Parke, Davis & Co. is a leading manufacturer of tampons. Parke, Davis & Co. is a leading manufacturer of tampons. Parke, Davis & Co. is a leading manufacturer of tampons.

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The Subway Nobody Wanted

Continued from page 7

Roll these more slowly. The Golden Gate bridge of 1943 was topped of a series of cables. In the case of the TTC, planned to take over the subway for a period of a week. The bridge was to be replaced by a new one. The bridge was to be replaced by a new one. The bridge was to be replaced by a new one.

Private George Deane, supported by the Ontario, claimed that the bridge was to be replaced by a new one. The bridge was to be replaced by a new one. The bridge was to be replaced by a new one.

The TTC has the necessary authority to build a subway. The TTC has the necessary authority to build a subway. The TTC has the necessary authority to build a subway.

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Sign Language for Schoolmen

Even when the subway got under way last September it is a kind of sign language. Even when the subway got under way last September it is a kind of sign language. Even when the subway got under way last September it is a kind of sign language.

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One day in July, a woman named a girl named with her hair and her hair. One day in July, a woman named a girl named with her hair and her hair.

Let the Thing Be a Roundup

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DID YOU RECEIVE A NOTICE?

It is important to receive a notice. It is important to receive a notice. It is important to receive a notice. It is important to receive a notice.

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Do you know these symbols?

(They represent four professions that guard your health)



These are "living symbols" you see pictured above. For behind them are thousands of men and women who work together every day, in large communities and small, to make and keep Canada one of the healthiest nations in the world.

Medicine

symbolized by the Staff of Asclepius, ancient god of healing. Good practice was attributed to him. . . to cure disease, to prevent it, the ancient realized that the staff doctor was the staff of life.

Nursing

symbolized by the lamp of Florence Nightingale. During the Crimean War, she introduced many helpful improvements.



The first century century may have been the first century. The first century century may have been the first century. The first century century may have been the first century.

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Pharmacy

symbolized by the lamp of Florence Nightingale. During the Crimean War, she introduced many helpful improvements.

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Devotry

symbolized by the serpent around a cross. The serpent and the cross were the symbol of the Greek, Jewish and Christian faith.

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Activated Seismotite
(PATENTED PROCESS)
Gives Famous Old Dutch Cleanser

Twice the Speed

of the average of ALL other leading cleansers *



Does the **WHOLE** job
in **HALF** the time!

*Famous independent laboratory proves
Old Dutch gives you

Twice the Speed

of the average of
ALL other leading cleansers

LOOK AT THE RECORD:

Cleanser	Cleaning Efficiency
OLD DUTCH	100%
CLEANSER A	58.3%
CLEANSER B	50.0%
CLEANSER C	48.5%
CLEANSER D	42.5%
	Average 49.8%

SEVEN TIMES MORE GREASE-REMOVING ACTION

Your sink and tub... even greasiest roasters and broilers come shining clean faster than ever before! Amazing new grease-dissolver cuts stubborn grease on contact!

ELEVEN TIMES BUSIER SAVING ACTION

See your pots, pans and porcelain gleam... as rich, thick Old Dutch suds, filled with Activated Seismotite, absorb sticky grease, dirt and stains... float them all away.

No Other Cleanser Gives You This Cleaning Action
—Because No Other Cleanser is Made With
ACTIVATED SEISMOTITE

